

# [ Mike Lipton ]

## CREATIVE DIRECTOR & COPYWRITER

I write and think up ideas for some pretty cool brands and the occasional uncool one that happens to have a lot of money.

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## AWARDS, PRESS & RECOGNITION

2024

The Drum: E-Waste @ SXSW

2019

Webby Award: Best Branded Podcast

Lovie Award: Best Podcast Series

2018

#1 iTunes Health & Fitness Podcast

Skillshare: Teacher to Watch

2017

Webby Award: Best Mobile Sites & Apps

2014

Behance Top Campaign Concept

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## NEW BUSINESS WINS

Michelob Ultra

Hyundai: Venue Campaign

Nike Training: Digital AOR

Maybeline: DMI

Blink Fitness: AOR

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## CONTACT

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## EXPERIENCE

VML

Creative Director, Global

2022-Present

- › Oversee global social media efforts for Dell Technologies across NA, EMEA & LATAM.
- › Create award & press worthy campaigns & activations across VML's extensive client network.
- › Concept & develop 360, integrated campaigns spanning TV, offline activations, social & digital.

VML

Associate Creative Director

2021-2022

- › Lead creative for Volkswagen digital across CRM, .Com, Product, & Social Media.
- › Directly manage a 25 person creative team across copy, design and UX.
- › Led US Launch of the highly anticipated ID.Buzz Electric VW Bus alongside global partners
- › Support WundermanThompson in new business pitches and in growing the VW account.

ANALOGFOLK

Associate Creative Director

2019-2021

- › Lead creative for pitches, Michelob ULTRA, Nike, Blink & Guardian from concept to execution.
- › Write thought leadership articles for publication in top-tier advertising industry magazines.
- › Direct and mentor junior and mid-level copywriters across all agency accounts and campaigns.

ANALOGFOLK

Senior Copywriter

2016-2019

- › Oversaw CLIF creative, directing teams and production partners.
- › Developed award-winning ideas, contributing directly to the agency's acquisition of 6 new clients and growth from 20 to 60 employees within 2 years.
- › Successfully secure Nike as a client, expanding the overall business at the agency's PDX office.

ANALOGFOLK

Copywriter

2014-2016

- › Concepted and wrote headline, web, editorial and social copy for all clients across agency.
- › Presented, pitched and sold in innovative thinking to CLIF Kid, LUNA, LexisNexis and Nike.
- › Managed overall development, UX and storytelling for multiple website builds.

MIAMI AD SCHOOL

Instructor

2018-2023

- › Instruct students on how to concept digital product and communication campaign solutions.
- › Teach best in class creative work and the basics of machine learning, IoT and design thinking.
- › Mentor students on the creation of their individual portfolios and provide career advice.

AKQA

Copywriter, Freelance

2014

- › Lead junior talent in development and execution of an innovative spec campaign for Starbucks.
- › Concepted and executed creative concepts and copy solutions for Verizon, Desigual and BMO.
- › Received mentorship from lead copy talent and chief creative officer.

SONY MUSIC

A&R Coordinator

2008-2014

- › Managed and coordinated with recording studios in the production of top-40 music albums.
  - › Produced NFT assets for key partners and marketing campaigns.
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## EDUCATION

MIAMI AD SCHOOL

Copywriting

2012-2014

NEW YORK UNIVERSITY

Marketing & Entertainment

2011

CASE WESTERN RESERVE UNIVERSITY

B.A. Music and Audio Engineering  
Magna Cum Laude

2004-2008